



PR/086834 | Product & Shopper Marketing Specialist Europe (m / f / d)

## Job Information

### Recruiter

JAC Recruitment Germany

### Job ID

1512943

### Industry

Restaurant, Food Service

### Job Type

Permanent Full-time

### Location

Germany

### Salary

Negotiable, based on experience

### Refreshed

February 4th, 2025 23:00

## General Requirements

### Minimum Experience Level

Over 3 years

### Career Level

Mid Career

### Minimum English Level

Business Level

### Minimum Japanese Level

Business Level

### Minimum Education Level

Associate Degree/Diploma

### Visa Status

No permission to work in Japan required

## Job Description

### COMPANY OVERVIEW

A family-run Japanese company with more than 200 years of history is looking for a Product & Shopper Marketing Specialist Europe (m/f/d), located in Düsseldorf.

### JOB RESPONSIBILITIES

In this role you will oversee topics across the entire marketing mix.

- You lead new product launches and relaunches in close collaboration with cross-functional teams (e.g. Global Marketing, Demand Planning, local markets)
- You provide direct sales support with engaging selling stories for internal and external presentations
- You plan, implement and review POS campaigns and customer-specific sales promotion activities for retailers (foods speciality)

- You develop, optimize and expand existing marketing campaigns, adapting them to current market demands.
- You conduct market and competition analyses and derivation of recommendations for action and decisions
- You analyse and evaluate the performance and effectiveness of relevant marketing projects and campaigns.
- You support in organising trade fairs and exhibitions
- You steer external agencies and service providers in the development and implementation of marketing projects.
- You monitor and control the respective marketing budget

## **JOB REQUIREMENTS**

- Bachelor's or Master's degree in marketing, business administration, or comparable fields of study.
- Proven experience (3 years +) in product and shopper marketing, in FMCG industry.
- Experience in Sales, Shopper / Trade Marketing or Category Management.
- Project management experience in international contexts, with the ability to work effectively across cultural boundaries.
- Fluent English skills, German and additional languages are an advantage.
- Self-driven and goal-oriented work style with high initiative and hands-on mentality.
- Open and persuasive personality with excellent communication skills, team spirit, and the ability to collaborate effectively in an international environment.
- Willingness to travel occasionally (up to 10%).

Apply online or feel free to contact me directly for more information about this opportunity. Due to the high volume of applicants, we regret to inform that only shortlisted candidates will be notified. Thank you for your understanding.

---

## Company Description